334

Marlboro

Mr. Sample A. Sample
1234 Any Street
Anytown, U.S.A.

Dear Mr. Sample:

Thanks for accepting our free carton offer.

Now that you've discovered the cool, refreshing taste of Marlboro Menthol, we hope you'll redeem the enclosed free carton coupon right away.

And to say thanks for becoming a member of the Marlboro Menthol family, we're enclosing a special offer on Marlboro Sweats. These comfortable pants are yours free with proofs of purchase.

Sincerely,

David Ball

Marlboro Menthol

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SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Lights: 10 mg "tar," 0.8 mg nicotine—
Kings: 17 mg "tar," 1.2 mg nicotine
av. per cigarette by FTC method.

Source: https://www.industrydocuments.ucsf.edu/docs/fndv0004